

AMENDMENT TO THE TITLE:

Please amend the Title to Invention as follows:

INTERNET-BASED PRODUCT BRAND MARKETING COMMUNICATION NETWORK ~~ALLOWING~~ CONFIGURED TO ALLOW MEMBERS OF A PRODUCT BRAND MANAGEMENT TEAM TO COMMUNICATE DIRECTLY WITH CONSUMERS BROWSING HTML-ENCODED PAGES AT AN ELECTRONIC COMMERCE (EC) ENABLED WEB-SITE ALONG THE FABRIC OF THE WORLD WIDE WEB (WWW), USING PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY PRODUCT BRAND MANAGEMENT TEAM MEMBERS ~~AND/OR AUTHORIZED PARTIES~~